



# **PRESS RELEASE**

## **BROKEN ARROW POLICE DEPARTMENT**

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**FOR IMMEDIATE RELEASE**  
BROKEN ARROW, OK August 8, 2003



### **Broken Arrow Police Implement "Operation Safe Streets"**

We welcome the beginning of a new school year as a time for a fresh start and new challenges. Unfortunately, one of the challenges motorists face includes increased traffic concerns. When school begins there is a dramatic escalation in traffic and congestion that occurs on Broken Arrow city streets. This rise in traffic will normally create a substantial growth in the number of traffic collisions. The increase in collisions can be attributed to several factors, including the increase in vehicular traffic during the morning and afternoon rush hours, a change in the driving environment related to school zones & streets adjacent to area schools, the addition of school bus traffic and the significant number of inexperienced, teen drivers driving to and from school.

For this reason, the Broken Arrow Police Department will soon implement "Operation Safe Streets". This traffic safety initiative is designed to decrease the amount of losses suffered from crashes in our community through proactive enforcement of our traffic laws. *"During the first few weeks of school you will see a significant number of police officers working traffic enforcement around area schools"* according to Sergeant Ed Ferguson of the Traffic Specialist Unit. *"Broken Arrow Police will be very proactive in enforcing our traffic laws for the next few weeks, in a coordinated effort to reduce traffic collisions."* Officers will be assigned to work solely on traffic enforcement, utilizing grant funding from the Oklahoma Highway Safety Office. The majority of this enforcement will be directed towards area school zones and streets adjacent to Broken Arrow & Union schools.

Officers will target Broken Arrow streets for collision causing violations, violations of failure to stop for school busses and school zone speed violators, both in the morning and afternoons beginning August 14th. *"There will be no grace period for motorist's committing violations in school zones. Our goal is to establish a safe environment for our children and motorists in Broken Arrow beginning the first day of school. If you enter a school zone indicated by a school zone speed sign and yellow flashing lights, you **must** adhere to the speed limit. If you fail to stop for a school bus that is stopped with the red lights flashing, prepare to receive a \$240.00 citation"* according to Sgt. Ferguson. Motorists are reminded that Broken Arrow Schools will be open beginning Thursday, August 14<sup>th</sup>. Broken Arrow Police will immediately begin "Zero Tolerance" enforcement of school speed limits when school begins. Fines for speeding in school zones range from the minimum of \$140.00 to more than \$240.00.

To reach our goal of reducing traffic related losses, we are asking for the cooperation of all Broken Arrow motorists. Wear your seatbelt, watch your speed and drive responsibly. If you don't, you risk paying the price of a traffic citation, or suffering a significantly higher consequence of being involved in a traffic collision.

The safety of our children is our number one priority. Please help your police to make this a safe school year for all Broken Arrow children and motorists.

A press conference to provide more details will be held on Wednesday, August 13<sup>th</sup> at the Broken Arrow Police Department, 2302 South First Place. The conference will be held at 10:30 am, immediately following the "Meet the Chief" press briefing. All of our media partners are invited to attend.

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